FAQ's

What do you do?
We preserve the goodwill and reputation of the university by protecting its brand marks.

How do you do that?
We monitor the university’s brand when it’s used on a wide array of items (for sale and not), for sponsorships with outside organizations, commercial photography, filming on campus, etc.

What does the brand include?
Anything with UC’s logos, colors, fixtures on campus, trademarks, etc., that connect to the university. Examples:
- Abbreviation “UC”
- The word “Cincinnati”
- Combo of black & red

DID YOU KNOW?
UC alum Al Hague composed “You’re a Mean One, Mr. Grinch” for the original 1966 film, How the Grinch Stole Christmas.

SPREAD CHEER WITH CINCINNATI GEAR
UC’s Trademarks and Licensing office, with materials provided by IMG College Licensing, debuted their annual holiday campaign titled “Spread Cheer with College Gear” on the University of Cincinnati’s official social media accounts and Athletics’ social media accounts in mid-November. This campaign featured three videos and a 360-degree image that fans could interact with. The videos and image also featured popular licensed UC products that were directly linked in the social media posts. Some of the licensed products featured were a women’s Sherpa, a New Era hat, a Champion sweatshirt, an Under Armour Sweatshirt, and a Colosseum youth sweatshirt. The campaign ran through mid-December.

12 DAYS OF UC GIVEAWAYS FEATURED FOR FOURTH YEAR IN A ROW
The annual “12 Days of UC” holiday giveaways began on Thursday, December 13th and ran through Monday, December 24th. The focus of this year’s campaign was to showcase both new and popular licensed UC items while gaining more interaction on social media. The campaign took place on UC’s official Facebook and Twitter pages. Followers were asked to participate in a simple task with each day’s post (i.e. retweeting, sharing, commenting), which became their entry to win the featured gift of the day. Some of the items that were given away included an Orca cooler, a panorama from Blakeway Worldwide Panoramas, a Victoria’s Secret PINK prize pack, and an Under Armour throwback jersey. Over 200,000 people were reached on social media during this year’s campaign.

LIFE-SIZED BEARCAT STATUES TO MAKE DEBUT IN GREATER CINCINNATI COMMUNITY IN 2019
A public art campaign called “Hero Bearcats” will be making its debut in April 2019 and will be featuring 30 life-sized Bearcat statues designed and painted by local artists. Each statue will stand approximately 6’1” tall and will weigh about 150 pounds. The free public art campaign will honor the everyday heroes that represent the people in the greater Cincinnati community. Over 60 designs were submitted by local artists and high school art students.

Out of these 60+ designs, 30 will be chosen to come to life. These statues will be on public display from April 2019 until September 2019, and will be able to be found throughout the greater Cincinnati community – as far south as Northern Kentucky and as far north as Liberty Township. To find out more information about the Hero Bearcats campaign, keep an eye on the University’s Facebook and Twitter pages, as well as the Hero Bearcats website - uc.edu/licensing/hero-bearcats.html